

Subject: LAX Sign District
From: Omar Pulido
Date: 01/10/2017 10:46 AM
To: Laurie Hughes
CC: Lisa Trifiletti <lisa@trifiletticonsulting.com>

Morning Laurie! Hope all is well!

Lisa and I are working on the LAX Sign District and wanted to set up sometime with you to go over the Visual Blight Reduction Program that was adopted as part of the Ordinance
<http://clkrep.lacity.org/online/docs/2013/13-0285-S2_ord_183737_07-30-15.pdf> when the Sign District was approved by Council.

The Ordinance requires that LAWA develop a program that improves visual aesthetics along major street corridors around LAX, including Century Blvd! :) This could include landscape improvements, graffiti abatement, wayfinding signage, and / or other similar type of improvements but there is a dollar cap attached to it; we can explain in more detail in person.

All in all, it's a great opportunity for the BID to receive some improvements. So before the program moves forward, we want to make sure we sit down with you and learn more about what improvements you guys are interested in.

Any chance you are available sometime next week for us to stop by your Office? We'll walk through the details together.

Thanks!

<<http://www.11thdistrict.com/>> Omar Pulido

LAX Community Liaison

Councilmember Mike Bonin

City of Los Angeles

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